

# Fresh Beats Project Report

REPORT DATE	COMPANY NAME	PREPARED BY
08/28/2024	Fresh Beats	Griffin

## EXECUTIVE SUMMARY

Fresh Beats 🎵 is a vibrant online platform reshaping the music landscape by offering streaming services while spotlighting emerging artists. This report highlights the platform's effectiveness in artist promotion, user engagement, conversion rates, and genre-specific performance.

Our analysis focused on five key genres: electronic, hip-hop, indie, pop, and rock. Among these, indie music consistently attracted the highest user engagement, while electronic music lagged behind in popularity.

A notable trend across all genres is that paid subscribers significantly outnumber unpaid users—by a ratio of two to one. Despite this, electronic music continues to see the lowest user activity. This suggests that expanding the electronic music catalog could help boost engagement and conversion rates within that genre.

INSIGHT AND RECOMMENDATION																																											
<div>INSIGHT</div> <p>Between 2018 and 2023, the average number of users (ANU) grew across all genres on Fresh Beats.</p> <p>Pop and indie followed a similar path—fluctuating early on, with indie gaining steady momentum from 2020 onward, while pop began to dip slightly in 2023. Rock and electronic both saw gradual growth peaking in 2021, followed by a sharp decline and a rebound in 2023. Rock, however, maintained higher popularity than electronic throughout.</p> <p>Hip-hop held steady from 2018 to 2020, then climbed steadily to reach its peak ANU in 2023.</p>	<div>Visual A</div> <div><p>Average Number of Users by Genre over Time</p><table><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr><tr><td>2018</td><td>40</td><td>50</td><td>70</td><td>60</td><td>55</td></tr><tr><td>2019</td><td>45</td><td>58</td><td>90</td><td>85</td><td>68</td></tr><tr><td>2020</td><td>52</td><td>55</td><td>75</td><td>68</td><td>68</td></tr><tr><td>2021</td><td>68</td><td>70</td><td>90</td><td>98</td><td>88</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</td><td>95</td><td>65</td></tr><tr><td>2023</td><td>62</td><td>80</td><td>100</td><td>75</td><td>78</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	58	90	85	68	2020	52	55	75	68	68	2021	68	70	90	98	88	2022	55	75	95	95	65	2023	62	80	100	75	78
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INSIGHT AND RECOMMENDATION	
<p><b>RECOMMENDATION</b></p> <p>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</p> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p>	

INSIGHT AND RECOMMENDATION																						
<div>INSIGHTS</div> <p>Paid users are higher than unpaid users. However, 2021 was marked by a drastic increase of non-paid users.</p>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><tr><td>2018</td><td>7000</td><td>13000</td></tr><tr><td>2019</td><td>9000</td><td>15000</td></tr><tr><td>2020</td><td>8500</td><td>16000</td></tr><tr><td>2021</td><td>10500</td><td>17500</td></tr><tr><td>2022</td><td>12000</td><td>20000</td></tr><tr><td>2023</td><td>14000</td><td>23000</td></tr></tbody></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12000	20000	2023	14000	23000
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<div>RECOMMENDATIONS</div> <p>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p> <p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</p> <p>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</p>																						

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<div>INSIGHT</div> <div>Paid users are twice as many as unpaid users in all genres.</div>	<div>Visual C</div> <div><div>Listens by genre and user tier over time</div><table><tr><th>Year</th><th>User Tier</th><th>Rock</th><th>Pop</th><th>Indie</th><th>Hip-Hop</th><th>Electronic</th></tr><tr><td>2018</td><td>Free</td><td>1500</td><td>1000</td><td>1000</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>2000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>1800</td><td>1200</td><td>1200</td><td>600</td><td>600</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2200</td><td>2200</td><td>1200</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1400</td><td>1400</td><td>700</td><td>700</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>2400</td><td>2400</td><td>1400</td><td>1400</td></tr><tr><td>2021</td><td>Free</td><td>2200</td><td>1600</td><td>1600</td><td>800</td><td>800</td></tr><tr><td>2021</td><td>Paid</td><td>3200</td><td>2600</td><td>2600</td><td>1600</td><td>1600</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1800</td><td>1800</td><td>900</td><td>900</td></tr><tr><td>2022</td><td>Paid</td><td>3400</td><td>2800</td><td>2800</td><td>1800</td><td>1800</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>2000</td><td>2000</td><td>1000</td><td>1000</td></tr><tr><td>2023</td><td>Paid</td><td>3600</td><td>3000</td><td>3000</td><td>2000</td><td>2000</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1500	1000	1000	500	500	2018	Paid	2500	2000	2000	1000	1000	2019	Free	1800	1200	1200	600	600	2019	Paid	2800	2200	2200	1200	1200	2020	Free	2000	1400	1400	700	700	2020	Paid	3000	2400	2400	1400	1400	2021	Free	2200	1600	1600	800	800	2021	Paid	3200	2600	2600	1600	1600	2022	Free	2400	1800	1800	900	900	2022	Paid	3400	2800	2800	1800	1800	2023	Free	2600	2000	2000	1000	1000	2023	Paid	3600	3000	3000	2000	2000
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<div>RECOMMENDATIONS</div> <div>Indie is particularly popular with paid users, so focus promotions there.</div> <div>Try promotions focused on rock that offer free trials to convert to paid users.</div> <div>We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.</div>																																																																																												

CONCLUSION

- We should increase our catalog of tracks in electronic and hip hop music. Solicit appropriate artists and offer deals (time-limited free promotion).
- Product/marketing teams should try experiments to generate leads in alternative genres.
- Rock is the key genre for free users-we should experiment and research further to see how it can be leveraged to convert them into paid users.